



Mr. Philip J. Heyer.



Mr. John H. Heister.



Mr. W. E. Robertson.



Mr. Leonard L. Heydt.



MR. JOHN B. HEYDT,

PRESIDENT AND FOUNDER OF THE

HEYDT BAKERY CO.

To the right and left of him on the top line,
in squares, may be seen other
members of the
EXECUTIVE AND OFFICE STAFF.



Mr. William Schiffer.



Mr. Fred Schroeder.



Mr. Hugo J. F. Altmeyer.



Mr. E. M. Williams.



Mr. Albert Umhoefer.



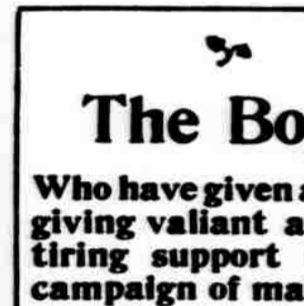
Mr. Gustav Beck.



Mr. Adolph C. Pfeiffer.



Mr. Joseph Weisenberger.



Mr. Anton A. Fuchs.



Mr. Harry J. Andel.



Mr. Joseph Weisenberger.



Mr. Hermann H. Niehaus.



Mr. Edward L. Harberg.



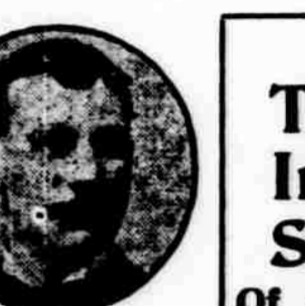
Mr. Louis G. Bessler.



Mr. Edmund A. Hermann.



Mr. John A. Pfeiffer.



Mr. Herman Weismann.



Mr. Charles A. Petzold.

The Boys

Who have given and are
giving valiant and un-
tiring support in the
campaign of making

"Heydt's" the
Largest Bakery
in America.

These twenty-nine in
circles and four in small
squares constitute the
City Selling Staff of this
immense bakery.

**The
Immense
Success**

Of this business is
due to the hearty and
absolute co-operation
of every man with
the management and
loyalty of each to the
other, backed by
goods of the highest
class.

18 MILLIONSEVEN HUNDRED AND FORTY-SIX THOU-
SAND, SIX HUNDRED AND FORTY-NINE.**LOAVES OF BREAD**

Were Made and Sold in Nineteen Hundred and Four by the

**HEYDT BAKERY
COMPANY
OF ST. LOUIS.**

These goods were sold in the City of St. Louis, suburban towns and to dealers in eleven states, to which shipments were made twice daily—morning and evening—every day in the year.
This is BY FAR THE GREATEST OUTPUT of that of any other bakery in MISSOURI, and

WE CLAIM FOR ST. LOUIS

the distinction of now having, in our plant,

THE LARGEST BAKERY WITH THE GREATEST OUTPUT OF ANY IN AMERICA.

We invite a comparison of sales with those of any other baker IN THE UNITED STATES who may have an output which surpasses that of this St. Louis establishment and thereby successfully dispute (if possible) the right St. Louis and the HEYDT BAKERY CO. have to this claim. We will cheerfully acknowledge it if our claim is not perfectly correct in every respect. This remarkable output is the result of offering to the public at ALL times a UNIFORMLY HIGH GRADE of bakery product, coupled with the energy and integrity of purpose of all who are connected with this mammoth concern—the home of the celebrated "Yankee" white bread, the only loaf with that delicious nutty flavor, and "Bismarck" rye bread, which are sold by almost every dealer in bakery products at a price no greater than that asked for common kinds.

We desire to return to the public our thanks for its generous and substantial appreciation of our efforts in its behalf, and extending to all assurances of our best wishes and earnest hopes for many prosperous and happy years yet to come. We are, most respectfully yours,

HEYDT BAKERY COMPANY.

J. B. HEYDT, President.

ST. LOUIS, January 6, 1905.

16th to 17th Streets, Biddle to O'Fallon Streets.

ALL THE CITY BLOCK.

**MORE STREETS
TO BE IMPROVED**

Board of Public Improvements
Sends Batch of Measures to
the Council.

The Board of Public Improvements at its regular meeting yesterday morning passed favorably on submitting ordinances to the Municipal Assembly when it convenes on January 10, for improvements on the following streets:

Flourissant avenue, between Harris avenue and Carrie avenue; Belt avenue, between Cabanne avenue and Maple, excepting granite curb and gutter on the east side of Belt avenue, between Cabanne avenue and St. Louis and Suburban Railways; Belt avenue, between Maple avenue and Page boulevard; Grand avenue, from Grand street to Magnolia avenue, running west of Grand avenue; Grand avenue, from Grand street to Lafayette avenue; Grand avenue, from Lafayette avenue to Lafayette street, from Sidney

street to Victor street; Thirteenth street, from Lunch street to Sidney street; Broadway, from Marceau street to Steine street.

Letting of contracts were also asked for the following streets:

Green Lea place, between Warrin and Fair; Virginia, between Keokuk and Chipewa streets; Burr, between Easton and North Market street; Evans avenue, between Taylor and Marcus; Bartmer, from Belt to Goodfellow avenue; Shaw avenue, between Vandewater and Tower Grove; Wisconsin, between Utah and Wyoming streets; Potomac, between Texas and California avenues; Papin, between Missouri Pacific Railway Company's right-of-way and Manchester avenue; Conde, between Linton and Adelaide avenue; Mat-fitt avenue, between Marcus avenue and Soeld avenue; Vermont avenue, between Loughborough avenue and Kansas street; Paragard street, between Fourteenth street and Twentieth street; John avenue, between Blair avenue and Florissant avenue; Lucky street, between Whittier street and Pendleton avenue; Florissant street, between Warrin avenue and Harris avenue.

The cost for improving the above streets will be taken from the street improvement appropriation, which is \$10,000.

The board also directed Superintendent of Lighting Carter to instruct the Union Electric Light and Power Company to remove its poles from Morgan street between Vandewater avenue and Sarah street.

As in the case of several other companies, the board last spring suspended the ordinance temporarily allowing cor-

porations to erect poles and dig conduits through prohibited territory for special World's Fair purposes.

They were instructed, however, that with the end of the Exposition such inconveniences would have to be removed.

When the board opened bids on the new testing plant it was found that Evert F. Maule Jr. had offered the lowest estimate. His bid was \$500, which is about \$10 in excess of the appropriation for this purpose. It is said the board will probably give the contract to Mr. Maule, as the figures are much lower than at the first letting.

THREE LECTURES ON JAPAN.

Professor Abbot Will Discuss
Land of the Sun Rise.

Three lectures are to be given under the auspices of the Washington University Association by Professor F. J. Abbot of Washington University on "Twentieth Century Japan."

The lectures will be in the chapel of the university, Beaumont and Locust streets. The first will be on the historic source of Japanese strength next Thursday. On the two following Thursdays he will lecture on "Modern Japanese Education" and "Occident in the Orient," respectively.

**POISON SQUAD
TO REASSEMBLE**

Chemist Wiley to Experiment on
Effects of Artificial Food
Coloring Matter.

Washington, Jan. 6.—The so-called "poison squad," consisting of Department of Agriculture clerks, who have volunteered for service in carrying out the food preservative and coloring matter experiments of Chemist Wiley, will reassemble next Monday, and continue the experiments until March, probably concerning the effects of artificial coloring of food on the system.

They will then have a respite until the middle of April, when the work will be resumed until July 1.

While continuance of these experiments beyond that date has not been finally determined on, it is probable that during next year a similar squad will be utilized under the same strict rules to carry on

FUNERAL OF MRS. MARQUARD.

Wife of North End Merchant Will
Be Buried To-Morrow.

The funeral of Mrs. Mary Marquard, who died Thursday, will take place tomorrow afternoon at 2 o'clock from the residence of her mother, No. 212 St. Louis avenue.

The services will be conducted at the house by the Reverend J. F. Jones. Interment will be in Bellefontaine Cemetery.

Mrs. Marquard was the wife of George Marquard, a prominent North St. Louis feed dealer. She was ill for six weeks, heart trouble and paralysis causing death.

Her husband, George Marquard, seven children, Mamie, Willie, George, Walter, Irwin, Edna and Alfred; her mother, Mrs. Johanna Brotmann; two sisters, Minnie and Emma Brotmann, and one brother, William, survive her.

**EXPOSURE AFTER ACCIDENT
FATAL TO YARDMASTER.**

Robert H. Bessel Succumbs to Fracture of Neck at Missouri Pacific Hospital.

Falling from a train and receiving a broken leg and then lying in a snow bank caused pneumonia, which later resulted in the death of Robert H. Bessel of No. 2647 St. Vincent avenue.

Mr. Bessel was the yardmaster for the Missouri Pacific Railroad, for which company he worked for twenty-eight years.

On December 17 he broke his leg while passing from one car to another in the Terminal yards. He crawled to the side of the track, where he remained until discovered.

He was brought to the Missouri Pacific Hospital, where pneumonia set in and he died yesterday morning at 1 o'clock.

Mr. Bessel was 61 years old and is survived by a wife and two children—Harriet, 18 years old, and Robert, 16 years. The funeral will take place Sunday from the residence at 3 o'clock, interment to be in Calvary Cemetery.

ADULTERATED ALFALFA SEED.

Government Finds It Difficult to
Buy the Pure Article.

WASHINGTON, Jan. 6.—In a bulletin just made public, the Secretary of Agriculture announces the result of a recent test made of the alfalfa seed sown by the seedsmen of the United States. Offerings of alfalfa seed for sale were solicited through agents of the department from 12 seedsmen. Of the seeds purchased in the open market, as a result of these negotiations, twenty-three lots were found to be adulterated, either with bur clover seed, yellow trefoil seed or both. In some instances as much as 40 per cent of yellow trefoil was found in the seed sold as alfalfa.

HARROUN ELEVATOR BURNS.

More Than 7,000 Bushels Wheat
Destroyed and Loss Is \$150,000.

Kansas City, Mo., Jan. 6.—The Harroun grain elevator in Harroun, a suburb, was destroyed by fire to-day with 7,000 bushels of wheat. Loss on the building \$150,000; insurance, \$125,000.

The building had a capacity of 100,000 bushels of grain, and was practically without fire protection.